

ROCHESTER

20¢

TV
Life

Official
TV PROGRAM and NEWS MAGAZINE

IN THIS ISSUE:

**Range Rider Feature Story
Cover Gal Contest**

With Buffalo and Syracuse Schedules

PAT SUMBERG—Page 8

APRIL 26 - MAY 2, 1952





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Suspense!**

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GIRLS — ENTER OUR "MISS COVER GIRL
CONTEST" | See Page 17 for more details.

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ROCHESTER TV LIFE

Rochester's Official TV Program
and News Magazine

Vol. 2



No. 14

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WHAM-TV PROGRAMS

— DAILY SCHEDULE —

Your complete week's listing in one
place for your easy reference—
Pages 12 and 13

APRIL 26 - MAY 2, 1952

Rochester TV Life published weekly at
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Vice Mayor Norman Kreckman presents Range Rider, Jack Mahoney with Gold Key to the City

"RANGE RIDER" DAY...

Rochester Fetes Jack Mahoney

It's a sure thing—Jack Mahoney is as traditional in Rochester as Lilac Time. This Hollywood stunt man and TV "Range Rider" star caused a sensation with his personal appearance visit to Rochester, April 15th. If you listen closely, you'll still hear the echoes of "Jack Mahoney—here's Jack Mahoney!" And, if you watch his TV show, you'll have to vie with the youngsters to get near the screen.

Quite a boy, this Mahoney.

If you missed seeing him in person, you'll have another chance this summer on his return visit—with a rodeo! If you've never heard of him, perhaps some of this report will cheer up your belief in human nature. But, first, let's go back a few days prior to his Rochester visit.

Hav Nash Agency can take a bow for for a job well planned and done. The arrangements necessary for Mahoney's visit were extensive and detailed. Every

(Continued on Next Page)

minute of his brief stay was accounted for. Here's what happened:

Mayor Samuel Dicker proclaimed Tuesday, April 15th "Range Rider Day." Vice Mayor Norman Kreckman presented the Gold Key of the City to Mahoney on his arrival at the airport. Mahoney was besieged by hundreds of youngsters begging for autographs at the airport. From there a police escort sped the caravan to the stage of the RKO Palace Theatre where 3000 youngsters eagerly awaited the arrival of their hero.

His plane was delayed an hour. Meantime, the capacity audience that awaited his arrival were entranced by a premiere of his newest movie, "Laramie Mountain." They cheered for him on the screen and booed the villains. Their enthusiasm rang backstage of the Palace. And backstage Max Raney, Flossie, the Hi-Boys, newspaper reporters and photographers, Ted Jackson—WHAM-TV member and emcee of the Mahoney show and Jay Golden, of the Palace, awaited his ar-



Range Rider and Dick West, his young sidekick in a scene that is familiar to thousands of young TV fans

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rival expectantly.

Everyone backstage was aware of the high tensioned audience out in front of the curtain. Suddenly, over the sound of the arrival, the wail of sirens was heard, Mahoney arrived.

An imposing person in appearance, Mahoney stands 6-3 in moccasins. Easy in manner, gentle in speech, he's a fellow you like on sight—and know you were right in your feelings when you talk with him.

On stage for only fifteen minutes, he did for those youngsters what no other performer has ever done—and this is said without reservation. He was all things a youngster dreams about come to life. His brief appearance was worth all of their hours of waiting, anticipation and excitement.

His humorous, humble, sincere, obliging attitude was infectious. He was barraged with questions about himself. No question was too personal or fantastic to answer. Though making no claims as a singer, he obliged with a song—very well done.

Yes, he's happily married; is 33 years old; has two children, a boy 5 years, a

daughter 8 years; missed not having Dick West with him; does all his own stunts and fights; was an athlete in college (an outstanding one); is definitely impressed and amazed at the reception his Rochester friends gave him.

Where he was scheduled for only one appearance at the Palace, the tremendous crowds demanded another—which he graciously agreed to for the benefit of another full-to-overflowing audience.

From the Palace it was police escort to the hospitals and childrens wards—to talk to, cheer up, and read to as many of his young friends as time permitted.

The Nash Agency was seiged with phone calls all that day. "Could Jack Mahoney speak to my little girl in the hospital?" "Would Jack Mahoney telephone my little boy who is bed-ridden?" "Please, could Jack Mahoney say hello to my little brother who just had a foot amputated?"

Well, believe me, Jack Mahoney did speak to those people—and as many more as it was humanly possible in the very brief time he had. If any one was overlooked, it was only because time simply did not allow.

His two television appearances, as guest on Ross Weller's afternoon show and Bob Turner's evening show, permitted many more Mahoney fans to see



Range Rider minus his customary hat pictured with Hav Nash who was responsible for the success of Range Rider Day



Max Raney, Flossie, and the Hi-Boys appeared with Range Rider on the RKO Palace stage

their hero—which is just what he is to them—a hero.

From the last TV show he hid to the Rochester Club to be guest of honor at a dinner given by his sponsors, the Chevrolet Dealers of Rochester. Guests—WHAM-TV personnel, city officials, and newspaper men—were completely taken by his natural charm and friendliness. Whether you like a cowboy or not, you can't help but like Mahoney as a person.

He left Rochester reluctantly. The only thing he could say about his visit was: "I've never known anything like it before—it was wonderful. I wish I could stay here much longer. I look forward to being back very soon.

Well, Jack Mahoney, all of Rochester's young timers, and a good many of the oldsters, are awaiting your return. And meantime, they are watching that Range Rider show more closely than ever before. You made a whale of a lot of new friends here—and more firmly entrenched the faithful followers. Better hurry back.

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COVER gal

PAT SUMBERG

This week's cover girl, Pat Sumberg, who is already well known to local viewers for her Wednesday morning "Take It Easy" stint with Mort Nusbaum, has an extensive background of show business.

Pat had always dreamed of being an actress. Her earliest recollection of this desire goes back to the time when as a child she heard her mother, Minette Sumberg, then a member of the American Opera Company under the direction of the famous Rouben Mamoulian, singing on the stage of the Eastman Theater and so Pat decided that the stage was to be her life too.

Her first professional appearance in Rochester was in a Lions Club musical while she was still in junior high school. She sang and danced her black face role with Lloyd Hubbard, who is now the well known director of the Pittsford Summer Theater. Then radio came into her life with a series of war-time public service programs at WHEC. This led to Pat's majoring in radio and drama at UCLA.

While attending college she worked for an FM station and also as a member of the Santa Monica Theater Guild, a year round stock company. Hearing about the great things being done at the University of Miami Drama school, Pat turned her back on the glamour of California and headed for Florida. For the next two years she acted under the expert direction of Fred Koch, head of the Drama dept. As Pat says, "You learned every phase of commercial theater and loved it." Opening nights had a Broadway flavor with a white tie and tails audience made up of radio and press people and important show personalities that were vacationing on the beach. To add to the feeling of a professional life, the Drama dept. offered "Oscars", gold



Here Pat shows she's expert at dropping a hanky—all on the stage, of course

statuettes similar to the Hollywood awards, for the best performance of the year. Pat won her "Oscar" for her portrayal of Mrs. Zero in Eugene O'Neill's play, "The Adding Machine."

Miami's WTVJ opened its doors to young talent and for many weeks before she graduated from college, Pat learned TV by appearing on weekly half hour dramatic shows.

Then a new facet of show business came along. As Pat recalls, "I got a call to audition for a show. The script was, of all things, "Little Red Riding Hood" . . . I read the lines and then a voice from the back of the theater: "YOU'RE HIRED, CAN YOU PUPPETTEER?" At the time I wasn't even sure what the word meant so I said no and the voice said, "YOU'LL LEARN!"

This was Pat's introduction to the famous Sue Hastings whose puppets are known all over the world. So, she started working with a Puppet Repertory Company that toured the Miami area.

As New York is the ultimate goal of almost everyone in show business so it was for Pat and in the fall of 1949 she packed her bags and ventured to the big city. Two weeks after she arrived she landed her first job. After that, one job led to another . . . Television shows like Big Story and Martin Kane, and many others, television commercials, education films, radio shows, summer stock companies and Childrens theater.

Then the big break came! A chance
(Continued on Page 11)



YOU MEET SUCH INTERESTING PEOPLE . . .

By Ralph Collier

RTC's kidney killers displaying large posters plugging one of WHEC's disc jockeys—but why no picture??? . . . RANGE RIDER, in person on the OPEN HOUSE and SPORTS teevee shows, making even more of a hit than he does on his films. Truly a celeb for every youngster to look up to . . . BOB TURNER, Radio City's sports chief, taking a few hours of well deserved leave . . . WARC's eight o'clock news with MARTIN AGRONSKY still one of radio's really rich rarities, despite Mr. Hooper's gapping appraisal . . . Add comebacks: STORM ADVERTISING AGENCY'S Earl Wood and the News segment for Harry Levin . . . A certain Rochester radio program, an institution for close to five years, due to bow out come end of June . . . Brooklyn's gift to ASK THE KIDS, seven-year-old ALAN LICHTENSTEIN an enfant formidable . . . JACK ROSS and EARL WOOD, night news chief and newscaster, respectively, had privilege of special guest, WILLIAM FAY, Stromberg-Carlson's vice president in charge of broadcasting on their newscasts, explaining FCC's edict on teevee future . . . Washington making much noise about "unfreezing" of teevee outlets—man on the street misreading between the lines. Truth is, as much as anyone will guess, TV outlet number two for Rochester is more months off than most optimistic viewers like to predict . . . WHEC, one of many contenders for Rochester's next channel availability, has leased its originally planned TV HQ for twenty-four months . . . another television station this fall?? MMMMMM . . . Guess again . . . WHAM TV's Easter

coverage, particularly the Mercy Mother House segment, directed by Production Chief JOHN CROSBY a real treat . . . Radio columnist HEDDA HOPPER's son now selling Cadillacs on the coast. Worth their weight in gold out yonder . . . WVET back on the scene with ball games—for those who care . . . Rumor that CHARLES "Saturday Dateline" BRINK had a special Duesenberg Hurricane engine built into the hood of his new car just ain't so . . . WHAM's Promotion and Publicity Boss ARMIN BENDER presented with a special VARIETY "promotion" award; and NBC's home office cut all "expense accounts" about the same time for all of its promotional peoples. Now lookee here . . . SUGAR RAY ROBINSON's teevee ad lib was a HELUVA revelation . . . Could happen to anybody . . . GABBY HAYES sponsoring three underprivileged kids for a summer at camp this year . . . many a western New Yorker rising to tunes of ED MURPHY, popular WSYR (Syracuse) disc jockey and television celeb . . . RURAL RADIO NETWORK piping oodles of hours of good music into Rochester via WVBT (FM); music emanates from Manhattan's WQXR, which made that type of melodic fare pay off for nigh on fifteen years, suh . . . W. W. O'BRIEN of agency fame, BETTE BORDEN, ROSS WELLER and the LENTHERIC perfume people caught at lunch at the Seneca—all looking very happy about the forthcoming lilac campaign . . . and EDDIE CANTOR swears that JOHNNY RAY, who has a hit on his hands with "BROKEN HEARTED", introduced the tune in 1927 when Eddie was in the Ziegfeld Follies . . . ho hum . . . look hard enough, and you (can) meet such interesting people.

SHADOW STOPPER

LAST WEEK'S WINNER

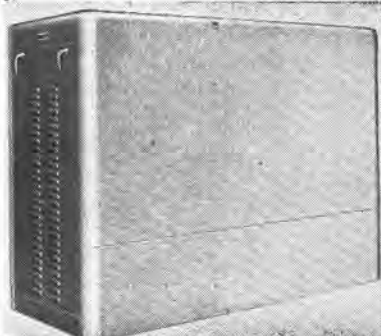
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Cover Gal . . .

(Continued from Page 8)

to do a Broadway show! Like so many big Broadway production "The Man That Corrupted Hadleyburg" ran for a short time and then closed; however, not without giving Pat the added experience of having a principal role in a Broadway show. So it was back to television, then a visit to Rochester which turned into a decision to stay. One day, Pat auditioned for WHAM, met Mort Nusbaum and started appearing on the "Take It Easy" program. When asked about the show Pat said, "I love doing the show and everyone out there is so marvelous to work with . . . the production staff, the crew and especially Mort who is a great showman . . . it's a constant challenge."

Aside from her work at WHAM PAT is working on her own puppet show, which she hopes to put into production



Playing the Witch in "Hansel and Gretel" wasn't all fun!

soon with the big goal of a fifteen minute puppet TV show here in Rochester.

So WHAM and Rochester adds another star to its roster of talented performers.

Here's hoping we see more of Pat Sumberg on TV.



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WHAM-TV

CHANNEL 6

CHECK THE SCHEDULES
DAILY—COMPACT, COMPLETE LIST
FOR THE ENTIRE WEEK

Sat. April 26th

9:30—Hopalong Cassidy
10:30—Smilin' Ed McConnell
11:00—Mr. Wizard
11:30—Star Matinee
12:00—Big Top
1:00—Kate Smith (NBC)
2:00—Stars Cavalcade
3:00—Film
3:30—Super Circus
4:00—Roy Rogers
4:30—TV Teen Club
5:00—Better Homes Show
5:30—Story Time
5:45—Film
6:00—Kit Carson
6:30—Wild Bill Hickok
7:00—Who Said That? (NBC)
7:30—U of R Open House
8:00—Bob Hope
9:00—Your Shows of Shows
10:30—Wrestling from Chicago
11:30—Film Playhouse.

Sun. April 27th

11:30—Film
12:00—Ranger Joe
12:15—Nature of Things
12:30—Candy Carnival
1:00—Frontiers of Faith
1:30—What's My Name?
2:00—The Name's The Same
2:30—Trouble With Father
3:00—Godfrey's Talent Scouts
3:30—One Man's Family
4:00—Meet the Press
4:30—Zoo Parade
5:00—Super Circus
5:30—Range Rider
6:00—Sky King
6:30—Film
7:00—Royal Showcase
7:30—This Is Show Business
8:00—Martin & Lewis
9:00—TV Playhouse (NBC)
10:00—Celebrity Time
10:30—Electric Theatre
11:00—Fireside Theatre.

11:30—Sammy Kaye
12:00—News

Mon. April 28th

6:00—Space Cadet
6:15—Local, National News
6:30—Speaking of Sports
6:45—Perry Como
7:00—Kukla, Fran & Ollie
7:15—Do It Yourself
7:30—Those Two (NBC)
7:45—Camel News Caravan
8:00—Lux Video Theatre
8:30—You Can Be A Star
9:00—I Love Lucy
9:30—Dangerous Assignment
10:00—Studio One
11:00—News
11:15—Hollywood Op. Night

Tues. April 29th

6:00—Rep. Keating
6:15—News of the Day
6:30—Speaking of Sports
6:45—Double Play
7:00—Kukla, Fran & Ollie
7:15—Quick-Quiz
7:30—Dinah Shore (NBC)
7:45—Camel News Caravan
8:00—Milton Berle
9:00—Cinderella Weekend.
9:30—Circle Theatre (NBC)
10:00—Original Amateur Hour
10:45—Bob Considine
11:00—News
11:15—Stars Playhouse (CBS)

Wed. April 30th

6:00—Space Cadet
6:15—News. Earl Wood.
6:30—Speaking of Sports
6:45—Perry Como
7:00—Kukla, Fran & Ollie
7:15—Quick-Quiz

7:30—Those Two
7:45—Camel News Caravan
8:00—Boston Blackie
8:30—Nature. John Kiernan.
8:45—Film
9:00—Kraft TV Theatre
10:00—Blue Ribbon Boxing
10:45—Chronoscope
11:00—News
11:15—Robert Montgomery

Thur. May 1st

6:00—Industry on Parade
6:15—Local, National News
6:30—Speaking of Sports
6:45—Week in Sports
7:00—Kukla, Fran & Ollie
7:15—Quick-Quiz
7:30—Dinah Shore
7:45—Camel News Caravan
8:00—Groucho Marx
8:30—Treasury Men in Action
9:00—Sportsman's Club
9:15—Little Theatre
9:30—James Mellon Show
10:00—Martin Kane (NBC)
10:30—To be Announced
11:00—NBC Opera Theatre

Fri. May 2nd

6:00—Space Cadet
6:15—News
6:30—Speaking of Sports
6:45—Perry Como
7:00—Kukla, Fran & Ollie
7:15—Ask The Kids
7:30—Those Two
7:45—Camel News Caravan
8:00—"Mama"
8:30—We, the People
9:00—The Big Story (NBC).
9:30—The Unexpected
10:00—Gillette Fights (NBC)
10:45—Greatest Fights (NBC).
11:00—News
11:15—Charlie Wild, Defective
11:45—Racket Squad (CBS)

WHAM-TV

DAYTIME PROGRAMS MONDAY THROUGH FRIDAY

- 9:55—Thoughts for the Day
10:00—Breakfast Party
10:15—(MTWT) Arthur Godfrey
(Fri.) Breakfast Party
10:30—Take It Easy with Mort Nusbaum
11:00—(MTTF) Bride and Groom
(Wed) Dollar Derby
11:15—(Mon) You and Your Child
(T & T) Tower Clock Time
(Wed) Dollar Derby
(Fri) Bride and Groom
11:30—Strike It Rich
12:00—Noonday News
12:15—Love Of Life
12:30—Search for Tomorrow (CBS)
12:45—Paul Dixon (ABC)
1:00—(Mon.) Voice of R.I.T.
(Tues.) Homemakers' Holiday

- (Wed.) Art Gallery Program
(Thurs.) How Do You Do It?
(Fri.) Make It and Market
1:15—(M & F) Film
T & T) The Egg and I
(Wed) Bride and Groom (CBS)
1:30—Garry Moore Show
2:15—(Mon) Film
2:30—First Hundred Years
2:45—Open House
3:00—The Big Pay-Off
3:30—(MWF) Bert Parks (CBS)
(Tues) Mel Torme (CBS)
(Thur) Give and Take (CBS)
4:00—Kate Smith Hour
5:00—Hawkins Falls
5:15—Gabby Hayes
5:30—Howdy Doody

Press Time Flashes

FRIDAY, APRIL 25, 1952

- 8:00—"Mama" turns matchmaker for her spinster sister, Trina
9:00—The Big Story. "Case of the Weeping Crocodile", true story of Frank Wing, reporter of the Chicago Times
10:00—Cavalcade of Sports. 10 round bout between Bobby Dykes and Ted Murry from N.Y.
10:45—Greatest Fights of the Century. Filmed bout between Ray Miller and Justo Suarez, Oct. 1930
11:15—Charlie Wild, Detective. "The Case of the Photogenic Ghost"

SATURDAY, APRIL 26, 1952

- 12:00—Big Top. The Hildalys present their aerial act, plus an exciting horse act
2:00—Cavalcade of Stars. Peggy Lee and Lawrence Winters are Jackie Gleason's guests
5:00—The Better Homes Show. "Broke" gives hints on wall papering
8:00—Star Revue. Bob Hope with the Bell Sisters as guests
11:00—Genesee Film Playhouse. "Fifty Second Street" with Kenny Baker, Leo Carillo, and Zasu Pitts

SUNDAY, APRIL 27, 1952

- 8:00—Colgate Comedy Hour. Dean Martin and Jerry Lewis with guest Kitty Kallen

- 10:00—Celebrity Time. Beatrice Lillie is featured guest of Conrad Nagle
11:00—Fireside Theatre. "Deadline", a story about a newspaperman trapped by a killer

MONDAY, APRIL 28, 1952

- 9:00—I Love Lucy. Lucy buys a large freezing chest and buys meat at wholesale prices, all leading to some interesting humor
10:00—Studio One. "The Deep Dark", a story of heroism in a mine disaster

TUESDAY, APRIL 29, 1952

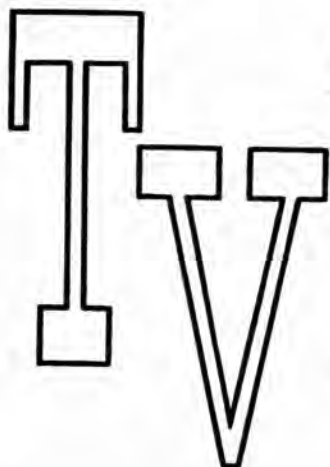
- 9:30—Circle Theatre. "The Sergeant", a story about four wounded GI's
11:30—Playhouse of Stars. "Now's The Time", a mystery comedy starring Walter Hampden

WEDNESDAY, APRIL 30, 1952

- 7:45—Perry Como Show. Rosemary Clooney and Eddie Fisher substitute for Perry
10:00—Blue Ribbon Bouts.
11:15—Montgomery Presents. "Operation Hitchhike" with June Lockhart

THURSDAY, MAY 1, 1952

- 8:30—Treasury Men in Action. Another actual case from the files of the FBI
11:00—NBC Opera Theater. Puccini's "Ose Act Comedy "Gianni Schicchi"



A NEW WORLD -- FOR THE PHOTO-BUG

PART III

FOLLOW THE RULES FOR SUCCESS

(Continued from Last Week)

By keeping in mind the following rules, successful results in photographing television should be obtained right from the start. Of course, these rules will be modified as dictated by experience in each individual case.

1. Take your pictures in a moderately well-darkened room. The range of brightness of the television screen is limited. Stray light in the room will further decrease contrast. Television filters help to diminish the effect of stray light, but they also diminish the total light available from the screen; therefore it is usually more satisfactory to darken the windows than to use filters.

2. Adjust the contrast and the brightness controls to give a bright, evenly illuminated picture with a good graduation of light and shadows. In ordinary

viewing of television, the users are often tempted to exaggerate contrast and brightness, which causes a washing out of highlights and blocking of the shadows. Details lacking on the original image cannot be expected to appear on the photograph.

3. Long exposure time is required, so it is advisable always to use a tripod. Wide lens openings necessitate careful focusing. There is little enough detail in the television image to permit any additional deterioration, because of camera motion or improper focusing. And because of the closeness of the camera to the screen, the positioning of the film in exact parallelism with the picture tube is important, to avoid distortion.

4. Use a lightmeter, if possible, to determine exposure. It is better to underexpose about one stop with correspond-

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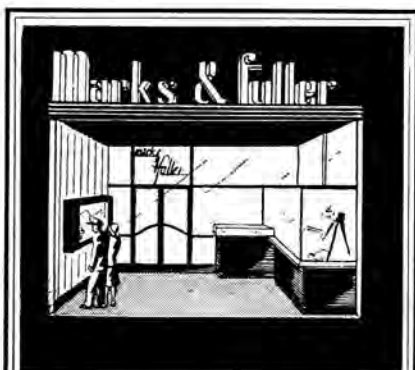
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ing increase in development (about 25%) to increase contrast. If the image is too dim to use the meter, shoot at 1/10 second using the fastest lens and film available, and overdevelop 50 to 100 per cent. Remember that a television screen tends to darken with use; increase exposure in proportion.

5. Attempt to get close-ups in any program selected. Remember that the resolution of the television system is far below that of the camera lens, and that the eye is far less critical of resolution in viewing the moving object on the TV screen than it will be later in viewing the still picture. Photographs of distant persons and objects are apt to prove disappointing.

• • •

Next week we will discuss some of the benefits to be derived from this new and fascinating hobby. If you have any comment, questions or suggestions, please write to us about them.



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enjoy your Photography"*

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To foster interest in this new and fascinating hobby, Marks & Fuller and Rochester TV Life are combining forces to carry on a TV Picture of the Week Contest. Rules and entry coupon are on this page for you to use.

ENTER THIS BIG TV Picture of the Week Contest

ANY TYPE CAMERA CAN BE USED

Each week, MARKS & FULLER, Rochester's leading photographic store, will award a beautiful Gad-Git Bag to the person sending in the best picture of a TV screen. The winner will also receive a full year's subscription to Rochester TV Life.

Pictures will be judged on clarity and content with the prize-winning photo being published weekly. The decision of the judges is final and all entries become the property of Rochester TV Life.

IF YOU CAN SNAP A SHUTTER
YOU CAN ENTER THIS CONTEST

Send your entry with the coupon below to:
TV PHOTO CONTEST,
ROCHESTER TV LIFE
16 State Street
Rochester 4, New York

ENTRY COUPON

Date _____

Name _____

Address _____

Film Used _____

Camera Used _____

Shutter Speed _____

Lens Opening _____

Week-day Sign-on at 9:00 a.m.

SUNDAY

- 1:00—Range Rider
- 1:30—Meet the Masters
- 2:00—Made in Buffalo
- 2:30—American Forum of Air
- 3:00—Roy Rogers Show
- 3:30—Claudia
- 4:00—Meet the Press
- 4:30—Buffalo Amateur Hour
- 5:00—Super Circus
- 6:00—Sunday Afternoon Party
- 6:30—Let's Play Charades
- 6:50—News with Carl Erickson
- 7:00—Royal Showcase
- 7:30—This Is Show Business
- 8:00—Comedy Hour
- 9:00—Television Playhouse
- 10:00—Celebrity Time
- 10:30—One Man's Family
- 11:00—Late News & Weather
- 11:15—Montgomery Presents

MONDAY

- 1:00—Matinee Playhouse
- 1:45—Johnny's Show
- 2:00—Garry Moore Show
- 2:30—Meet the Millers
- 3:00—The Big Payoff
- 3:30—Bert Parks Show
- 4:00—Kate Smith
- 5:00—Fun to Learn
- 5:15—Flash Gordon
- 5:30—Howdy Doody
- 6:00—Sagebrush Trail
- 6:30—News, Ed Dinsmore
- 6:45—Sports Spotlight
- 7:00—Kukla, Fran & Ollie
- 7:15—The Goldbergs
- 7:30—Eisenhower Club
- 7:45—News Caravan
- 8:00—Video Theatre
- 8:30—Howard Barlow
- 9:00—I Love Lucy
- 9:30—Crusade in Europe
- 10:00—Studio One
- 11:00—Late News Roundup
- 11:20—Weather Forecast
- 11:25—FBI Fugitives
- 11:30—Mr. District Attorney

TUESDAY

- 1:00—Matinee Playhouse
- 1:45—Johnny's Show
- 2:00—Garry Moore Show
- 2:30—Meet the Millers
- 3:00—Ship's Reporter
- 3:15—Music Mart
- 3:30—Mel Torme Show
- 4:00—Kate Smith Hour
- 5:00—Fun to Learn
- 5:15—Flash Gordon

- 5:30—Howdy Doody
- 6:00—Sagebrush Trail
- 6:30—News, Ed Dinsmore
- 6:45—Sports Spotlight
- 7:00—Kukla, Fran & Ollie
- 7:15—Bob & Ray Show
- 7:30—The Clue
- 7:45—News Caravan
- 8:00—Milton Berle
- 9:00—Fireside Theatre
- 9:30—Circle Theatre
- 10:00—Original Amateur Hour
- 10:45—World Travel, Film
- 11:00—Late News Roundup
- 11:20—Weather Report
- 11:30—Charlie Wild

WEDNESDAY

- 1:00—Matinee Playhouse
- 1:45—Johnny from JN's
- 2:00—Garry Moore Show
- 2:30—Meet the Millers
- 3:00—The Big Payoff
- 3:30—Bert Parks Show
- 4:00—Kate Smith
- 5:00—Fun to Learn
- 5:15—Flash Gordon
- 5:30—Howdy Doody
- 6:00—Sagebrush Trail
- 6:30—News, Ed Dinsmore
- 6:45—Sport Spotlight
- 7:00—Kukla, Fran & Ollie
- 7:15—The Goldbergs
- 7:30—Kieran's Kaleidoscope
- 7:45—News Caravan
- 8:00—Arthur Godfrey
- 9:00—Television Theater
- 10:00—Blue Ribbon Boxing
- 10:45—Sports Spot
- 11:00—Late News and Sports
- 11:10—Weather Report
- 11:15—Durocher and Day
- 11:30—The Web
- 12:00—Your Show of Shows

THURSDAY

- 1:00—Matinee Playhouse
- 1:45—Johnny from J. N.'s
- 2:00—Garry Moore Show
- 2:30—Meet the Millers
- 3:00—Ship's Reporter
- 3:15—Music Mart
- 3:30—Give and Take
- 4:00—Kate Smith
- 5:00—Fun to Learn
- 5:15—Children's Theatre
- 5:30—Howdy Doody
- 6:00—Sagebrush Trail
- 6:30—News, Ed Dinsmore
- 6:45—Sports Spotlight
- 7:00—Kukla, Fran & Ollie
- 7:15—Washington Spotlight
- 7:30—Outdoor Camera

- 7:45—News Caravan
- 8:00—Groucho Marx
- 8:30—"T" Men in Action
- 9:00—Gangbusters
- 9:30—James Melton Festival
- 10:00—Martin Kane
- 10:30—Dangerous Assignment
- 11:00—Late News Roundup
- 11:18—Weather Report
- 11:20—Industry on Parade
- 11:30—Star Playhouse

FRIDAY

- 1:00—Matinee Playhouse
- 1:45—Johnny from JN's
- 2:00—Garry Moore Show
- 2:30—Meet the Millers
- 3:00—The Big Payoff
- 3:30—Bert Parks Show
- 4:00—Kate Smith
- 5:00—Fun to Learn
- 5:15—Flash Gordon
- 5:30—Howdy Doody
- 6:00—Sagebrush Trail
- 6:30—News, Ed Dinsmore
- 6:45—Sport Spotlight
- 6:55—Eisenhower Club
- 7:00—Kukla, Fran & Ollie
- 7:15—The Goldbergs
- 7:30—Telesports Digest
- 7:45—News Caravan
- 8:00—Mama
- 8:30—We, The People
- 9:00—Wrestling Prelims
- 10:00—Boxing
- 10:45—Greatest Fights
- 11:00—Late News, Harry Webb
- 11:10—Final Sports, Healy
- 11:30—Rocket Squad
- 12:00—The Unexpected

SATURDAY

- 1:00—Wild Bill Hickok
- 1:30—Science in Action
- 2:00—Film Featurette
- 2:30—Film Featurette
- 3:00—Hopalong Cassidy
- 4:00—Paul Whiteman
- 4:30—Schools At Work
- 5:00—To be Announced
- 5:15—Kentucky Derby
- 6:00—Sports Spotlight
- 6:15—News, Ed Dinsmore
- 6:30—Western Theatre
- 7:30—U. B. Round Table
- 8:00—All Star Revue
- 9:00—Show of Shows
- 10:00—Telemews Weekly
- 10:15—This Week in Sports
- 10:30—Hit Parade
- 11:00—Late News Roundup
- 11:05—Weather Forecast
- 11:10—Final Sports Review
- 11:15—Saturday Playhouse

ROCHESTER TV LIFE COVER GIRL CONTEST!

GIRLS ENTER THIS CONTEST AND WIN WONDERFUL PRIZES

GIRLS! Here's exciting news for you. Here's your chance to be a magazine COVER GIRL and win wonderful prizes. Rochester T.V. Life is on the lookout for MISS COVER GIRL and you can win! The rules are simple, all you have to do is:

1. Be 18 years old or over.
2. Fill in the entry blank at the bottom of the page.
3. Send your picture to the magazine. Pictures should be preferably 8 by 10, or no smaller than 5 by 7.
4. All entries and pictures become the property of Rochester TV Life Magazine.

The contest will run for four weeks with a new winner each week and from the four weekly winners will be chosen MISS COVER GIRL.

RADELLE PRODUCTS

Radelle Hair Conditioner and Home Permanent are professional in every way and of the highest quality.

You are assured of hair always in finest condition and a wave perfect for you.

For your personal representative
Phone Glenwood 2843-M

IMPORTANT: Here are the contest and deadline dates for your pictures to be in to ROCHESTER T.V. LIFE.

FIRST WINNER: Deadline—May 2nd

Winner announced May 10th

SECOND WINNER: Deadline—May 9th

Announcement May 17th

THIRD WINNER: Deadline—May 16th

Announcement May 24th

FOURTH WINNER: Deadline—May 23rd

Announcement May 31st

The weekly winners will be chosen by the staff of Rochester T.V. Life and the MISS COVER GIRL winner, who will be one of the four weekly winners will be chosen by the readers from their pictures which will be published in the magazine the week of May 31st. The votes can be mailed in to Rochester T.V. Life the week ending June 7th. The following June 12th issue will have the MISS COVER GIRL winning picture on the cover. There will be more information on how to vote in following issues.

So hurry and send in your picture for the first week's contest . . . Remember the deadline for the first week's entries is May 2nd. Be sure to watch this column next week for the big list of prizes . . .

OFFICIAL COVER GIRL ENTRY COUPON

| Date _____
| Name _____
| Address _____
| _____
| Where Employed _____
| _____
| Tel. No. _____

SUNDAY

- 11:55—Sign On and Music
 12:05—Food Fiber in the Future
 12:20—Civil Defense
 12:30—Your Own Home
 12:45—Nature of Things
 1:00—Frontiers of Faith
 1:30—American Inventory
 2:00—Open Shelf Room
 2:30—American Air Forum
 3:00—Fair Meadows USA
 3:30—Television Recital Hall
 4:00—Meet The Press
 4:30—Hall of Fame
 5:00—Zoo Parade
 5:30—Boston Blackie
 6:00—Roy Rogers Show
 6:30—The Aldrich Family
 7:00—Charade Parade
 7:30—Young Mr. Bobbin
 8:00—Colgate Comedy Hour
 9:00—Television Playhouse
 10:00—Red Skelton
 10:30—Electric Theatre
 11:00—Hollywood Theatre
 12:00—Weather, Local News

MONDAY

- 12:00—Ruth Lyons 50 Club
 12:30—Deacon Doubleday
 1:00—Hollywood Matinee
 2:00—Fun With Food
 2:30—Ladies Day
 3:00—The Big Payoff
 3:30—Ralph Edwards Show
 4:00—Kate Smith
 5:00—Hawkins Falls
 5:15—Gabby Hayes
 5:30—Howdy Doody
 6:00—Canyon Jack
 6:30—Ed Murphy
 6:45—Camera Headlines
 6:55—Red Parton's Sports
 7:00—Kukla, Fran & Ollie
 7:15—The Goldbergs
 7:30—Those Two
 7:45—Camel News
 8:00—What's My Name
 8:30—Voice of Firestone
 9:00—Lights Out
 9:30—Robert Montgomery
 10:30—Who Said That
 11:00—Camera Headlines

TUESDAY

- 12:00—Ruth Lyons 50 Club
 12:30—Camera Headlines
 12:45—Hollywood Matinee
 2:00—Ladies Day

- 3:00—The Big Payoff
 3:30—Ralph Edwards Show
 4:00—Kate Smith
 5:00—Hawkins Falls
 5:15—Gabby Hayes
 5:30—Howdy Doody
 6:00—Canyon Jack
 6:30—Ed Murphy
 6:45—Camera Headlines
 6:55—Red Parton's Sports
 7:00—Kukla, Fran & Ollie
 7:15—Bob & Ray Show
 7:30—Dinah Shore Show
 7:45—Camel News
 8:00—Milton Berle
 9:00—Fireside Theatre
 9:30—Circle Theatre
 10:00—Amateur Hour
 10:45—Bob Consigned
 11:00—Camera Headlines

WEDNESDAY

- 12:00—Ruth Lyons 50 Club
 12:30—Camera Headlines
 12:45—Hollywood Matinee
 2:00—Ladies Day
 3:00—The Big Payoff
 3:30—Ralph Edwards Show
 4:00—Kate Smith
 5:00—Hawkins Falls
 5:15—Gabby Hayes
 5:30—Howdy Doody
 6:00—Canyon Jack
 6:30—Ed Murphy
 6:45—Camera Headlines
 6:55—Red Parton's Sports
 7:00—Kukla, Fran & Ollie
 7:15—The Goldbergs
 7:30—Those Two
 7:45—Camel News
 8:00—Kate Smith
 9:00—Kraft TV Theatre
 10:00—Playwrights Theatre
 11:00—How Did It Happen
 11:15—Camera Headlines

THURSDAY

- 12:00—Ruth Lyons 50 Club
 12:30—Camera Headlines
 12:45—Hollywood Matinee
 2:00—Ladies Day
 3:00—The Big Payoff
 3:30—Ralph Edwards Show
 4:00—Kate Smith
 5:00—Hawkins Falls
 5:15—Gabby Hayes
 5:30—Howdy Doody
 6:00—Canyon Jack
 6:30—Ed Murphy
 6:45—Camera Headlines

- 6:55—Red Parton's Sports
 7:00—Kukla, Fran & Ollie
 7:15—Bob & Ray Show
 7:30—Dinah Shore Show
 7:45—Camel News
 8:00—Groucho Marx
 8:30—"T" Men in Action
 9:00—Dagnet
 9:30—Ford Festival
 10:00—Martin Kane
 10:30—The Unexpected
 11:00—Money in the Home
 11:15—Camera Headlines

FRIDAY

- 12:00—Ruth Lyons 50 Club
 12:30—Camera Headlines
 12:45—Hollywood Matinee
 2:00—Ladies Day
 3:00—The Big Payoff
 3:30—Ralph Edwards Show
 4:00—Kate Smith
 5:15—Gabby Hayes
 5:30—Howdy Doody
 6:00—Canyon Jack
 6:30—Ed Murphy
 6:45—Camera Headlines
 6:55—Red Parton's Sports
 7:00—Kukla, Fran & Ollie
 7:15—The Goldbergs
 7:30—Those Two
 7:45—Camel News
 8:00—Ezio Pinza Show
 8:30—We, The People
 9:00—Big Story
 9:30—American Barn Dance
 10:00—Cavalcade of Sports
 10:45—Greatest Fights
 11:00—Camera Headlines

SATURDAY

- 1:50—Sign On and Music
 2:00—The Big Picture
 2:30—Dog Show
 3:00—Western Feature
 4:00—The Big Picture
 5:00—Youth Wants to Know
 5:25—Morgan Beatty, News
 5:30—Rootie Kazottie
 6:00—Royal Showcase
 6:30—Headline Forum
 7:00—Gruen Playhouse
 7:30—One Man's Family
 8:00—All Star Revue
 9:00—Show of Shows
 10:30—Hit Parade
 11:00—Eleventh Hour
 12:15—Dogmar's Canteen
 12:45—What's In a Name

DAILY — MONDAY THROUGH FRIDAY

10:00—Kay's Kitchen	11:30—Strike It Rich	12:45—Who-What-Where-When
10:15—Arthur Godfrey	12:00—The Egg & I	1:00—Your Town
10:30—Bride & Groom	12:15—Love of Life	1:30—Garry Moore
10:45—Al Pearce Show	12:30—Search for Tomorrow	2:30—First 100 Years

SUNDAY

12:00—Ranger Joe
12:15—Tootsie Hippodrome
12:30—Candy Carnival
1:00—What Do You Think
1:30—Bishop Fulton J. Sheen
2:00—Sunday Matinee
3:30—The Name's the Same
4:00—Greatest Story
4:30—Amateur Review
5:00—Super Circus
6:00—Space Patrol
6:30—See It Now
7:00—Gene Autry
7:30—This Is Show Business
8:00—Toast of the Town
9:00—Fred Waring
9:30—Break the Bank
10:00—Celebrity Time
10:30—What's My Line
11:00—News for Sunday
11:15—Rossi Reports
11:25—WHEN Previews

MONDAY

2:45—Mike and Buff
3:30—Bert Parks Show
4:00—Film Matinee
4:30—Ozark Mountain Boys
4:45—Everyone's A Scientist
5:00—Bob Ehle's Bunk House
6:00—Red Ryder
6:20—News & Sports
6:30—Space Cadet
6:45—Inside City Hall
7:00—Captain Video
7:30—Industry On Parade
7:45—Perry Como
8:00—Lux Video Theatre
8:30—Godfrey's Talent Scouts
9:00—I Love Lucy
9:30—C'audia
10:00—Studio One
11:00—Chronoscope
11:15—News and Sports
11:20—To be Announced
11:50—Previews & Sign Off

TUESDAY

2:45—Mike and Buff
3:00—Give and Take
3:30—Dollar Derby
4:00—Film Matinee

4:30—Ozark Mountain Boys
4:45—County Schools Program
5:00—Bob Ehle's Bunk House
6:00—Red Ryder
6:20—News and Sports
6:30—Amos 'N Andy
7:00—Captain Video
7:30—Washington Spotlight
7:45—Stark Club
8:00—Sam Levenson Show
8:30—Draw To Win
9:00—Crime Syndicated
10:00—Danger
10:30—Rocky King, Detective
11:00—News Briefs
11:05—Sammy Kaye Show
11:35—Charlie Wild
12:35—WHEN Previews

WEDNESDAY

2:45—Mike and Buff
3:00—Y-I-D-E-O
3:30—Bert Parks Show
4:00—Film Matinee
4:30—Ozark Mountain Boys
4:45—How We Do It
5:00—Bob Ehle's Bunk House
6:00—Red Ryder
6:20—News & Sports
6:30—Space Cadet
6:45—Anyone Can Do It
7:00—Captain Video
7:30—Furniture Trends
7:45—Perry Como
8:00—Godfrey & His Friends
9:00—Strike It Rich
9:30—The Web
10:00—Boxing
10:45—Powerhouse of Sports
11:05—Mystery Theatre
12:05—WHEN Previews

THURSDAY

2:45—Mike and Buff
3:30—Dollar Derby
4:00—Film Matinee
4:30—Ozark Mountain Boys
4:45—S. U. Children's Theatre
5:00—Bob Ehle's Bunk House
6:00—Red Ryder
6:20—News & Sports
6:30—Broadway to Hollywood
7:00—Captain Video

7:30—The Lone Ranger
8:00—Star of the Family
8:30—Chance of a Lifetime
9:00—Man Against Crime
9:30—Big Town
10:00—Racket Squad
10:30—Crime Photographer
11:00—News Briefs
11:05—Mystery Theatre
12:15—Previews & Sign Off

FRIDAY

2:45—Mike and Buff
3:30—Bert Parks Show
4:00—Life with Linkletter
4:30—Ozark Mountain Boys
4:45—Future Unlimited
5:00—Bob Ehle's Bunk House
6:00—Red Ryder
6:20—News & Sports
6:30—Space Cadet
6:45—Rossi Reports
7:00—Captain Video
7:30—Your TV Shopper
7:45—Perry Como
8:00—Mama
8:30—My Friend Irma
9:00—Playhouse of Stars
9:30—It's News To Me
10:00—Police Story
10:30—Mystery Theatre
11:00—News Briefs
11:05—Premier Playhouse
11:35—WHEN Previews

SATURDAY

11:45—Sign On, Test Pattern
12:00—Big Top
1:00—Hopalong Cassidy
2:00—Film Featurette
4:15—Better Homes Show
4:45—Wild Bill Hickok
5:15—Kentucky Derby
6:00—Beulah
6:30—Cisco Kid
7:00—Stu Edwin Show
7:30—Beat The Clock
8:00—Ken Murray Show
9:00—That Wonderful Town
9:30—Songs for Sale
11:00—Sports Showcase
11:15—Wrestling from Chicago
12:00—WHEN Previews



Here's Why You Missed Those Programs

By BILL FAY

General Manager WHAM-TV

Failure of the equipment at the American Telephone & Telegraph Company's relay station between Buffalo and Rochester was responsible for the three-hour interruption in television network programming on WHAM-TV last Saturday, according to William Fay, the station's general manager.

"Beyond this we have received no further information," Fay said. "Reports on such failures are made by the AT&T to the television network in New York, and not to us or the other TV stations along the line."

The relay station between Buffalo and Rochester is located at Vernal, just south of Batavia. By air it receives the TV programs that come off the coaxial cable in Buffalo, amplifies the signal, and sends it to a receiving point atop the Genesee Valley Trust building in downtown Rochester. The distance between Buffalo and Rochester is too great for direct air transmission without such a "booster."

Letters and phone calls received by the station indicate, Fay believes, that there is wide-spread misunderstanding as to how television network service operates.

"Most network coaxial cable and microwave relay facilities linking one city to another are owned and operated by the American Telephone & Telegraph Company," he explained. "When a television station is scheduled to carry a network program from New York, Chicago, or other origination points, the necessary telephone lines for the sound portion of the program, and the co-axial cables and microwave relay for the picture portion, are ordered by the network from the AT&T in much the same way

that we place a long-distance telephone call.

"Any interruption in service at any point outside Rochester is beyond the station's control. We received a postcard this morning from an irate viewer who put the blame on the engineers at WHAM-TV. This is manifestly unfair.

"When there is interruption in service somewhere along the cable, there is nothing that the station can do except stand by until service is restored by AT&T engineers.

"Interruptions such as that last Saturday are disappointing to the station no less than to viewers. But I am impressed with the generally excellent job the AT&T has done in maintaining TV service between cities. Television is such a complicated engineering and electronic problem, that I think it is literally amazing how well it functions. And technical improvements are being made all the time."



Zino Francescatti, famed violinist, and Michael Rabin, 16-year-old who has been hailed as a brilliant new star, will appear together on "The Telephone Hour" Monday, April 28, at 9:00 over WHAM. They will play the First Movement of Bach's "Concerto For Two Violins", assisted by Donald Vorhees and the Bell Telephone Orchestra.



THIS WEEK'S COVER GAL . . .

With a background of Broadway and Network TV, our Cover Gal **PAT SUMBERG** has returned to Rochester and appears weekly on Mort Nusbaum's "Take It Easy" show

—Photo by LEN CAMPAGNO

"OVER THE TV FENCE"

By BOB PEIFFER, Editor



While you may read a great deal about new TV stations being in operation before long, don't be misled into thinking Rochester will have a new station before sometime next year. True, the freeze has been lifted and manufacturers state that there are ample materials available for several months to come. The fact can't be overlooked however, that those cities which now have no TV stations at all, will get first consideration—and rightly so. Figures released stated that over 1000 applications for new stations were filed within two hours after the thaw was announced . . . After many contradictory announcements about Don DeFore and countless others, it has finally been settled definitely that Lee Tracy will replace Lloyd Nolan as the gumshoe on "Martin Kane." Lee will get \$400,000 for a three year pact. Wonder how many real-life detectives get that kind of money? . . . First comedian to announce that he will do his TV stints without a studio audience is Jack Carson. Now we home-viewers won't have to rely on the well-coached studio stooges to let us know when to laugh . . . NBC and Red Skelton are said to be in a huddle over a long-term Radio-TV contract. First move, according to inside sources is that Skelton's hilarious video show will be moved up to an earlier time for Sunday nights. It is hoped that the new time will make it possible for WHAM-TV to carry it . . . Another top Hollywood name to be signed by NBC

for a ten-year deal is Phil Harris . . . After going along for years without hitting big-name stars, the producers of Fireside Theatre" have switched plans and will soon star top-flight personalities . . . If your favorite TV dramatic actor happens to look down at the floor occasionally, it's not from embarrassment or stage fright. He is merely looking for the chalk marks to tell him where to stand for each scene . . . Nothing is yet in sight for a replacement for Faye Emerson's "Wonderful Town" show . . . Some big things are said to be cooking for Bert Parks now that he has been freed from the TV duties on "Stop The Music" . . . Dick Powell, radio's Richard Diamond, is planning to be a TV regular next fall, playing either a musical or dramatic role. But, in any event, he will not portray his radio character . . . While much praise has been heaped on "I Love Lucy" no mention ever seems to be made about the solid acting done by Bill Frawley and Vivian Vance, who play the couple next door . . . In line with the forthcoming political conventions and attendant hullabaloo, Life Magazine will take over the production and direction of "We The People" for thirteen weeks . . . Godfrey can always be counted on for some solid humor. Liked his remark after President Truman announced that he was not a candidate for reelection. Said Arthur, "We spend \$5,000,000 to redecorate the White House. The president come back from Key West, takes one look and decides he doesn't want to live there anymore."

"Uncle Eddy" Meath and his "MUSICAL CLOCK"



*The Best-Rated
Locally-Originated
Morning Program
On The
Rochester Air!*

Every week-day morning, between 7:00 and 9:30 A.M., thousands of folks both young and old turn their radio dials to 1460 to pick up the bright and cheery voice of Ed Meath wishing them a hearty good morning and bringing them news, information, laughs and plenty of tiptop recorded music. It's the kind of program that makes you feel good to be alive! — Don't miss it!



W H E C

The Station That Listeners Built!

ROCHESTER



35 Church Street
Rochester 14, N. Y.

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●

Programs Are Specifically Directed to the Age Brackets and Type of Audience Which Statistics Show and Prove, Have the Greatest Spending Power.